

ABSTRACT

A loyalty system is retrofit into an existing retail or purchase transaction system such that the system is inserted between a reading device and the reading device's associated original controlling hardware. The loyalty system is then capable of receiving information read by the reader and, for example, passively reading the data as if it is being transferred from the reader to the reader's controller or, actively reading the data and then determining if all, a portion, or derivative of that data should be transferred to the existing retail system. For example, this basic technology can be used to allow the loyalty system to accept, for example, information from an RFID tag and submit magstripe data to a magstripe controller as if the magstripe reader had originally read the magstripe data.